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# Extension Service Review



VOL. 2, No. 8

AUGUST, 1931



THE ROADSIDE STAND OFFERS A PROFITABLE MARKET FOR MUCH FARM PRODUCE

ISSUED MONTHLY BY THE EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.





## In This Issue

Do annual conferences give sufficient information, inspiration, and guidance to extension workers attending them to justify the time and money invested? How would you organize such a conference to get the most out of it? Should all of the specialists be on the program each year? To what extent should county extension agents be scheduled to take part in discussions? How much use should be made of speakers outside of the extension organization? T. B. Symons of Maryland gives some interesting answers to these questions in what he has to say on organizing the annual extension conference.

VIRGINIA had in 1929, 4,329 rural women in organized home demonstration clubs. In 1930, she had 7,149 so enrolled. How was it done? Maude Wallace credits this showing largely to leader training methods that Virginia has adopted. And, also, does this system enable the home demonstration forces of Virginia to serve more homes and deliver a better program? We'll let Miss Wallace tell you.

MINNESOTA blazes the way in developing home partnerships between older boys and girls and their parents that will yield a substantial income to the boy or girl. Older boys and girls who undertook such enterprises in Martin and Redwood Counties averaged in 1929 incomes of \$500 and \$688, respectively, from their enterprises in these two counties.

How many organized livestock producers are there in the United States? What service is being given to them from a national standpoint? How are they informed of market conditions and of the assistance available to them? You'll find your answers in J. D. Harper's discussion of the National Livestock Marketing Association and what it is prepared to do for livestock producers.

TEXAS believes in terracing. To develop, in each community, a sufficient number of trained local men to lay off all terraces needed is the pro-

gram on which M. R. Bentley, extension agricultural engineer, in cooperation with county extension agents, county commissioners, and local committees of farmers, agricultural teachers, bankers, and business men, is making remarkable progress.

SEDGWICK County, Kans., prepares for hot weather by holding a 2-day refrigeration meeting at which refrigerators and their operation are discussed and demonstrations in making frozen desserts and beverages are given. Happy Kansas!

## Contents

	Page
Serving Farmers' Cooperative Organizations . . . . .	113
<i>C. B. Smith</i>	
Home Partnerships for Older Boys and Girls . . . . .	114
Leader Training Meetings . . . . .	115
<i>Maude E. Wallace</i>	
Georgia's Plan for Farm Prosperity . . . . .	116
The National Livestock Marketing Association . . . . .	117
<i>J. D. Harper</i>	
Organizing an Annual Extension Conference . . . . .	118
<i>T. B. Symons</i>	
Missouri's Sheep Improvement Plan . . . . .	119
North Carolina Farmers Add \$20,000,000 in Food and Feed Crops . . . . .	120
The Quality Milk Project in Maine . . . . .	123
Kansas Women Study Refrigeration . . . . .	124
Training Farmers to Terrace in Texas . . . . .	127

## On the Calendar

EDUCATIONAL exhibits of the United States Department of Agriculture have been arranged for eight State and interstate fairs during August by the Office of Exhibits. Each display involves a carload of exhibits on the agricultural subjects most important to the regions served by the fairs.

Kankakee Interstate Fair, Kankakee, Ill., August 15-21.

Montana State Fair, Helena, Mont., August 17-22.

Ionia Free Fair, Ionia, Mich., August 17-22.

Missouri State Fair, Sedalia, Mo., August 22-29.

Illinois State Fair, Springfield, Ill., August 22-29.

Upper Peninsula State Fair, Escanaba, Mich., August 24-29.

Wisconsin State Fair, Milwaukee, Wis., August 29-September 4.

Ohio State Fair, Columbus, Ohio, August 31-September 5.

### Extension Events

West Virginia Farmers' Camp, August 9-12.

Pennsylvania Leadership 4-H Club Training School, August 10-12.

Nevada's Ninth Annual Junior Farm Bureau Camp, August 10-15.

Louisiana Farmers' and Farm Women's Week, August 11-13.

Pennsylvania 4-H Club Week, August 12-15.

West Virginia Boys' 4-H Club Camp, August 12-22.

Vermont Annual Farm and Home Conference, August 13 and 14.

Louisiana 4-H Club Short Course, August 19-21.

Alabama Conference of County Home Demonstration Agents, September 1-4.

Connecticut State 4-H Club Fair, September 2-4.

Michigan State 4-H Club Forestry Camp, September 6-12.

American Country Life Association Conference, Ithaca, N. Y., August 10-17.



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## Serving Farmers' Cooperative Organizations

C. B. SMITH,

Chief, Office of Cooperative Extension Work U. S. Department of Agriculture

WE STILL continue to have many inquiries regarding what service extension agents can give farmers' cooperative organizations whether they are engaged in the cooperative sale of farm products or in the cooperative purchase of supplies. It should be said at the outset that the department is firmly committed to the policy of encouraging farmers to organize for the cooperative marketing of farm products and other proper economic purposes, and of aiding and assisting existing approved marketing associations to function effectively and successfully. It believes that efficient organizations of this character are vital to the prosperity of agriculture as an industry.

### *Extension Cooperation*

Federal cooperative extension employees are expected, therefore, to support the principles of cooperation, instruct farmers regarding its advantages and possibilities, their responsibility as members, and in every way work for the development and successful conduct of farmers' cooperative marketing organizations. Extension officials who fail to realize the place of cooperation in agriculture, or who fail to work for the development of sound, substantial farmers' organizations are not meeting their full obligations to the farmers or to the department. It is believed that extension agents working with cooperative farmers' organizations are rendering service to farmers generally, whether members of cooperative organizations or not. We believe they can also conserve time and funds, make greater progress, and secure more lasting results when they can work chiefly with or through such organizations, rather than with individual farmers in dealing with marketing problems.

Perhaps the position of the department has never been better stated than by Secretary Houston only a few months after the States Relations Service was inaugurated in 1914. Secretary Houston said, in reply to a protest in regard to the activities of county agents:

The farmer's business education must now be on a par with his education in production. This requires organization. Many middlemen are a necessity in exchange, but the department takes the broad ground that the farmer should pay the middleman for services and for services only. In the event that he can serve himself more cheaply than the middleman is serving him, if he can install his own business machinery, arrange to pay cash, or furnish his own credit, he should do so. The middleman must consent to meet him on this thoroughly sound basis or lose the farmer's trade.

I trust that I have made clear the position of the department in reference to all of its work of assisting the farmer. In no case is any actual business whatever transacted for him individually or collectively. Whenever and wherever farmers through machinery of their own are developing greater agricultural or business efficiency, we shall use the means of education at our disposal with perfect freedom in bringing the methods of such organizations or communities to the attention of others. In the carrying out of this policy we endeavor at all times and in all matters to act in perfect fairness to all interests concerned, whether producer, middleman, or consumer.

### *Understanding Reached*

Again, in our relationship with farm bureaus, representatives of the department and of the American Farm Bureau Federation, as far back as 1923, incorporated the following statement in a memorandum of understanding, which was mutually agreed to:

Since these county extension agents are part of a public service as defined in the Smith-Lever Act and receive some part of their salary from public funds, they are to perform service for the benefit of all the farming people of the county whether members of the farm bureaus or not, and are to confine their activities to such as are appropriate for public officials to perform under the terms of the Smith-Lever Act. The county agents will aid the farming people in a broad way with reference to problems of production, marketing, and formation of farm bureaus and other cooperative organizations, but will not themselves organize farm bureaus or similar organizations, conduct membership campaigns, solicit memberships, receive dues, handle farm bureau funds, edit and manage

the farm bureau publications, manage the business of the farm bureau, engage in commercial activities, or take part in other farm bureau activities which are outside their duties as extension agents.

The main theory to remember in extension work is that county extension agents are essentially teachers. As a good teacher, the extension agent does not do for the farmer what the farmer can do for himself. When the agent solicits membership for a farmers' organization, acts as secretary, handles the farmer's funds, writes the farmer's letters, makes the farmer's decision, he takes away from the farmer the opportunity to learn to do these things for himself and leaves the farmer in the end no richer in knowledge and ability than when he began.

### *Agents Are Teachers*

The duties of extension employees under the Smith-Lever Act are clearly limited to "giving instruction" and "imparting information" on subjects relating to agriculture and home economics. It should, likewise, be "useful and practical" information. Their work is educational, and it is clear that it covers the entire field of agricultural production and marketing and rural life.

Extension agents, therefore, may as freely give instruction or impart information regarding cooperative marketing, cooperative purchasing, rural credits, taxation, or any other subject directly affecting agriculture as on crop or animal production, or subjects relating to the development of better homes, communities, or social conditions. Economic information, calculated to aid the farmer to produce more economically or to secure better prices for his products, is clearly both "useful and practical" and on "subjects relating to agriculture."

A few of the specific ways in which extension employees may assist in furthering and strengthening the cooperative movement are as follows:

1. Advise and assist farmers in developing the type of marketing or other organization best suited to their situation.



2. Take part in meetings held to discuss economic production, cooperative marketing, or other pertinent subject.

3. Assist in conducting educational campaigns and meetings in relation to cooperative marketing, or in acquainting farmers with the market demand for their products.

4. Assist in arranging for and in conducting demonstrations in packing, processing, or grading of farmers' products handled by marketing organizations.

5. Assist in conducting livestock grading demonstrations, marketing tours, and in the promotion and conduct of cooperative marketing schools.

6. Confer and advise with directors and officials of farmers' organizations as to policies, and make available to such organizations helpful information that will contribute to the success of their work.

7. Know the facts regarding the operations of cooperative organizations and the results obtained.

8. Assist in keeping farmers who are members of cooperative organizations informed and interested.

To avoid misconception or misrepresentation on the part of anyone as to the official status of county agents it is advisable, wherever possible, that they have their offices in a public building, such as the court house, post office, or a Federal building. They should not have the offices located with those of farm organizations, and especially at places where the actual business conducted by such organizations for and with farmers is transacted.

In these and many other ways strictly in line with the educational nature of their duties, extension employees have a practically unlimited field for valuable service to farm organizations, individual farmers, and to the industry they serve. Extension officials should keep in mind, of course, at all times the educational character of their work and their position as public representatives of the State agricultural college and of the United States Department of Agriculture.

## Home Partnerships for Older Boys and Girls

THE older farm boy and girl problem is being met satisfactorily in Minnesota through establishing home partnerships in which the parent and the boy or girl each contributes something toward a piece of work and each shares in the profits. At the close of the second year 75 per cent of the home partnerships were still active and the cooperating families voted the plan a success. Many said that it had built a finer family relationship, according to W. D. Stegner, district club agent in Minnesota.

### *What the Partnership Is*

The regular 4-H project work is not of sufficient economic importance to hold the interest of the older boys and girls and of the young men and women. The variations in the ages of the 10-year-old and the 21-year-old members are too wide. Therefore, the problem in Minnesota is to give the older boys and girls on the farms work that will prepare them for actual farm proprietorship and home making, Mr. Stegner says.

The partnerships are arranged primarily for the group of young people above 4-H club age who are staying at home on the farm.

Three years ago Mr. Stegner started this partnership plan in Martin and Redwood Counties, where the county extension agents emphasized advanced projects for older young people. All the homes where conditions were favorable to such an effort were personally canvassed, each home being treated as an individual case. The situation was thoroughly discussed to find some farm activity on which the

parents and children could work together so that there would be a substantial income for the boy or girl. All phases of the proposed partnership were analyzed with the parent and the son or daughter and then regular written contracts were drawn up and signed by both parties.

The enterprises which are being carried vary considerably and include feeding steers, growing brood sows, raising poultry, producing from 5 to 10 acres of sweet corn for sale to a cannery, and farming as much as 80 acres of rented land. Many of the girls favored poultry work.

In the livestock projects, usually the senior members furnish the feed and the boys or girls care for the animals. Sometimes the parents give the boys the use of machinery and horses to work rented land and in return the sons assist with work on the home farm.

All the boys keep farm accounts for their special enterprises, and in 1930, 25 boys kept accounts for the entire farm. The average age of the young people was 22.4 years. Before carrying this partnership enterprise, 59 per cent of them had been 4-H club members for an average of 3.4 years each.

During 1929 the average income for each participating member was \$688.20 in Redwood County and \$500.83 in Martin County.

Now, four counties have this partnership plan as a special feature of the extension program, and other counties have requested the work. In addition, the agents in some counties organized individual partnerships in their counties.

## Terracing Given for Older Boys at Georgia Camp

REALIZING that the older boys at the State 4-H club camp need some advanced training so that the camp activities will grow and develop with them, O. E. Hughes, extension agricultural engineer in Georgia, as well as other extension specialists, offer the older boys advanced and intensive work in one subject for the entire week they are attending the camp. A week's work is enough to render definite assistance and training that will be practical and beneficial for actual farming and money making, says Mr. Hughes.

The terracing school section meets every morning at the camp for a 3-hour session, and, at the end of the week, the boys who satisfactorily complete the course are given certificates of merit. The fact that in 1930 only 64 of the 92 boys enrolled were awarded certificates indicates that it really is a certificate of merit. The terracing work reached 51 counties in 1930.

Mr. Hughes has received letters from 29 of the boys who took the work in 1930. They report that they have ter-

raced, during their first year after the training, a total of 3,715 acres of land—1,629 acres on their home farms and 2,086 acres on other farms. This is an average of 128 acres for each boy reporting. Thirteen of the boys have received a total of \$161 as compensation for their work.

One boy terraced 925 acres of land. Another boy, at \$2 a day, received \$40 for terracing 130 acres on his home farm and 200 acres on two neighboring farms.



# Leader Training Meetings

MAUDE E. WALLACE

State Home Demonstration Agent, Virginia Extension Service

**P**ERHAPS the most outstanding achievement of home demonstration work in Virginia in 1930 was the increase in number of people reached. In 1929 there were 4,329 women in organized groups while in 1930 we find 7,149 women, an increase of 65 per cent.

These results in growth of work may be attributed to several causes. The one cause which I shall discuss here is the use of the specialists for leader training. One of the main objectives in our program is to help the rural people to help themselves. How better can this be done than by developing and using leaders?

After the programs are planned in the fall for the coming year we find what is the major subject selected by a county for the women and for the girls. The specialist in that particular line is then scheduled for that county and it is planned that she go to the county, if possible, every two months for the period covering the major project. For example, if the women are majoring in some phase of food work, the food specialist is scheduled to meet the women leaders in food every two months. Two women from each club are selected or elected as food leaders. These meet the specialist and agent at the county seat or central point at regular intervals. The same plan is followed in girls' work except that we have just asked for one woman leader from each girls' club. Later we hope to be able to have two leaders represent each girls' club and share the responsibilities. In this one day the specialist gives the demonstration and subject matter for the next two meetings, in the morning for the first meeting and in the afternoon for the second.

If the specialist has not too many counties majoring in her subject she can reach each county every two months. If she is not able to do this, the county home demonstration agent conducts the leader training meetings which the specialist does not reach. This may be a

herself receives more help from the specialist and more help from better trained helpers. Therefore she can deliver a better program to the county. That is the object in view. It is hoped as the value of this method becomes apparent that the agent will use the same method for

spreading information in all minor lines as has been outlined for the major line.

We have three types of leaders. The first class, those who can help in the physical success of the meeting; that is, get the meeting place, see about notices, and the like; the second class, those who can help the agent, perhaps give the demonstration while the agent gives the theory; and the third class, where the leader conducts the meeting and the agent may be busy elsewhere. Of course, even in this class the agent assigns particular meetings to the



Two local leaders demonstrate to their fellow club members

real advantage because we do not want the local people to feel the county agent is not able to do her part. But, if the agent is weak in any particular line she may be materially strengthened by this type of specialists' help.

What are the advantages of this plan? First, to the people, for they seem to feel they are getting a better program delivered to them. Second, the leaders are given good training which develops them, and at the same time the work may reach more people, since by the use of leaders the agent is free to do work in other sections, perhaps hitherto unreached. Third, the specialist becomes definitely interested in a certain number of counties each year; she concentrates her efforts on these counties and carries them through to a point of completion. Our specialists feel their time is more profitably spent than before leader-training meetings were used. Fourth, the agent

leader covering the subjects in which she knows her to be capable.

In 1930 in Virginia there were 1,008 leaders trained to help the agents in adult work and 763 leaders trained to assist in the girls' work.

The home demonstration agent in Fairfax County reports in her adult work that three leader training meetings were held and following these the leaders gave entirely or helped with 41 demonstrations, while in the 4-H club work, 4 leader-training meetings were held. From this training there were 22 food leaders who gave 92 demonstrations in the agent's absence, held 109 meetings, and assisted with 326 meetings during the year.

We never wish to, nor do we expect to, grow to the place where the agent becomes merely a director of leader activities; but we are convinced that with the number of women and girls in an average county an agent must use leaders in order to reach even a fair percentage of these homes.



# Georgia's Plan for Farm Prosperity

GEORGIA was given a higher rating for its banker-farmer work in 1930 than any other State, except Oregon, which received the same score—a perfect rating of 1,000, according to the Bulletin of the Agricultural Commission of the American Bankers' Association for May, 1931.

The Georgia Bankers' Association, through its agricultural committee, is promoting farm-financing methods which it hopes will make the farm self-sustaining as to food and feed crops, according to J. Phil Campbell, director of Georgia Extension Service. The plan that is being used has enlisted the cooperation of the local bankers, the county extension agents, and the local editors.

This movement started with a resolution which the association adopted in June, 1930, and which stated that the promotion of farm-financing methods for the development of a safe farming system would be one major activity of the present administration of the association and that the final goal of this work would be the creation of an active agricultural board in each county which will have such assistance on sound business principles from the member bankers as shall be required to develop a safe and sane farming program.

The chairman of the Georgia Bankers' Association agricultural committee and the director of the Georgia Extension Service have divided the State into four administrative districts. Each district has an extension supervising agent for county agricultural agents' work and a supervising agent for home demonstration work, as well as a chairman for the

agricultural work of the bankers' association. These three cooperate in developing an agricultural program for the district. These supervisors have divided their districts into four sections with an average of 10 counties to each section and with a chairman for each section to work with the county extension agents and local bankers in carrying out the details of the proposed plan. As far as possible the sections are outlined so as to include counties of a similar agricultural trend.

## *The Adopted Plan*

Each of these 16 sectional chairmen has held meetings of the bankers, county extension agents, and local editors in his section and adopted, for the most part, the following plan:

1. That the farm operations be planned and based upon a more uniform and general production of food and feed to supply to the greatest possible degree the needs of the families and farm animals on every farm unit.

2. That the remaining acres be devoted to such staple market crops and livestock as are suitable for the section and which will afford a satisfactory division of time and the maximum number of profitable days of labor.

3. That every bank require every farmer to make a statement showing the condition of his financial affairs and the results of his farm operations for one or more years.

4. That the bankers, the business men, the farmers, the editor of the county paper, and the county extension agents

coordinate their efforts and form a real county agricultural board for determining what are the strong and weak points of their county farming systems of production and marketing.

5. That a sane, safe, practical, and comprehensive county agricultural program, outlining problems and solutions in relation to every line of major crop and livestock production and marketing, be worked out and presented to every section of the county in a practical and businesslike way.

6. That the urban people be encouraged to consume as much of the local home-grown products as possible.

7. That cotton be used in greater quantities for clothing and that everything possible, including sugar, coffee, flour, cement, fertilizer, and other commodities be packed in cotton bags in order to increase the use of the cotton of the State.

8. That the farmers of Georgia be urged that the acreage in cotton be limited to not more than 10 acres per plow and preferably not more than 5 to 7 acres per plow, and that cotton be planted only on land that will produce not less than one-half bale per acre.

9. That a broad diversified agricultural program be adopted.

Director Campbell says that if all the credit agencies in Georgia will adopt this plan, the State will stop importing food and feedstuffs for consumption on the farms. He believes that farmers will not prosper until the cash crop becomes a surplus instead of being used for the payment of home consumed supplies.

## Multiple Hitches in Michigan

WORK with horses has served as the first effective contact with many farmers who had not been reached appreciably by extension work before, reports Leon H. Robbins, Calhoun County, Mich., agricultural agent. Horse breaking, foot trimming, colt care, and multiple-hitch demonstrations were well attended and did much to popularize the work of the county agent and to convince the people that his work is, first of all, practical. The demonstrations were completed in a short time and there was nothing that could not be seen. Mr. Robbins reports that he has heard farmers say, "By golly, there must be something to this county-agent work. There is no fake about the way that fellow handles those horses."

In a multiple-hitch plowing contest which Mr. Robbins conducted, he reports that over 3,500 people saw furrows evenly turned at the rate of an acre per horse per day under rules which required all plowing to be done 7 inches deep and prohibited the teamster from whipping the horses or receiving any help in hitching, unhitching, driving, or operating the plow. In this contest 4-horse, 5-horse, and 6-horse teams competed.

H. H. Barnum, Ingham County, Mich., agricultural agent, reports that he has strengthened his demonstrations in multiple hitch work by making follow-up visits to persons particularly interested. While a man may become convinced of the desirability of using multiple hitches and may take home a sheet telling him

how to hook up his teams, he is likely to think it is too complex an undertaking and not attempt it, unless he has some personal assistance. Although two men said that they were not interested in this work, Mr. Barnum induced them to allow him to hook their teams tandem and then let them handle the lines. In both cases they were won over to the idea and eagerly accepted his offer to help them make eveners.

Mr. Barnum reports that his experience has shown that such personal work is justified because if a man starts to use the hitch, he becomes a booster for it in his locality and helps others to make and use this equipment.



# The National Live Stock Marketing Association

J. D. HARPER

Manager, National Live Stock Publishing Association

NO ONE in educational work knows more fully than do agricultural extension workers the value of organization in developing improved practices among farm people. There have been so many demonstrations with important agricultural projects that every agent in county or State work will readily appreciate the value of organized livestock producers in extending improved marketing practices to livestock producers in every State in the Union in line with our Federal agricultural policy.

The National Live Stock Marketing Association is the organization that started operations almost a year ago to carry out a program in conformity with the agricultural marketing act and approved by the Federal Farm Board. It is to-day represented by stockholder members which consist of incorporated selling agencies, most of which are experienced organizations with nearly 10 years of operating experience back of them. These agencies are all Capper-Volstead cooperative marketing associations or corporations.

## *Serves Growers*

The national association is for the service of livestock growers everywhere. Its facilities are available to approximately 300,000 organized producers scattered throughout the United States who have already been cooperating in the building of an organization which they own and control and through which they can better serve themselves.

The results which can be obtained through this organization remain largely in the hands of leaders chosen by the farmers, with the assistance of county and State workers who through years of contact are in touch with the marketing needs and are capable of assisting in a marketing program which is fundamentally and essentially an educational enterprise. In order to better cooperate in this enterprise it is well to know briefly the set-up of the national organization.

First, as stated, it is a Capper-Volstead organization and therefore owned and controlled entirely by livestock producers. The terminal cooperative organizations are the principal stockhold-

ers, although the national association has regional members and one other type, represented by the National Order Buying Co.

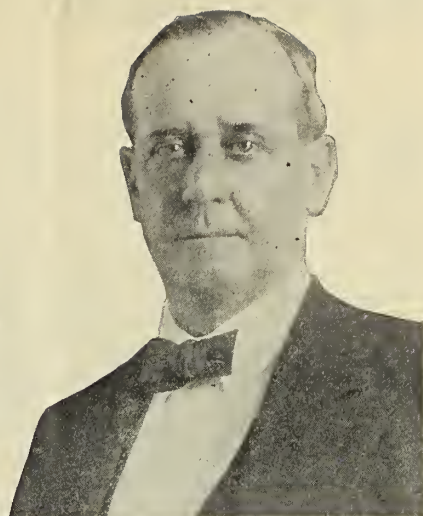
The terminal associations are those which have been operating for considerable time as commission agencies on the principal markets. They sell as every other commission agency sells, to the highest bidder. Savings which accrue from reduced operating overhead on commissions collected are either put into extended services or returned to the members on a patronage basis at the end of the year.

In addition to the terminal associations there has developed State, or regional, organizations which are serving territories not bounded by the trade territory of a given market. This type of organization is represented by the Iowa Live Stock Marketing Corporation.

The National Order Buying Co., above referred to, is another type of member agency which is serving in a national way in the marketing of livestock which has not been going to terminal markets but has been marketed direct to the packers.

The national organization, itself, has two subsidiary corporations which are assisting in carrying out the national program. One is the National Live Stock Publishing Association, which is charged with the responsibility of the informational program conducted from the national office. The principal medium of contact is the National Live Stock Producer, the official publication of the association. This publication carries regularly each month the news and information of interest to the membership directly. More than 200,000 copies are sent each month to the livestock producers who are patrons of the 20 member agencies of the national. The publishing association is also making contact with the member stockholders and is assisting with the educational program of each directly or indirectly.

The second subsidiary is the National Feeder and Finance Corporation through which loans are made to livestock producers. The National Feeder and Finance Corporation operates through regional credit corporations and they, in turn, discount their loans through the



Charles A. Ewing, president National Live Stock Marketing Association

Federal intermediate credit banks. Approximately \$6,000,000 have been loaned to livestock producers through the services of this corporation at a uniform rate of 6 per cent. The corporation is now in a position to render a complete loan service anywhere in the United States.

Authorized capital stock of the National Live Stock Marketing Association is 5,000 shares of preferred at \$100 and 50,000 shares of common at \$10, making a total of \$1,000,000 authorized stock. Preferred stock in the national is limited to dividends at the rate of 5 per cent per annum, based on par value. Common stock bears no dividend, but net earnings of the association, after payment of dividends of preferred stock and after setting aside reservations for working capital, are to be refunded to stockholders and patrons on a patronage basis.

## **4-H Club Marketing Day**

About 500 4-H club members in Lane County, Oreg., participated in a marketing day which included visits in Eugene, the county seat, to the producers public market, a creamery, warehouses, banks, the local telephone and telegraph plant, a retail store, gas plant, a woolen mill, and the newspaper plant. To accommodate the large number of people, they were divided into five groups and were given schedules to follow.

At the luncheon silver cups were awarded for the two best essays on marketing and certificates of merit or appreciation were given to all the other contestants by the local chamber of commerce.



# Organizing an Annual Extension Conference

T. B. SYMONS

Director, Maryland Extension Service

HOW to organize an annual extension conference to get the most out of it is a problem to which extension workers have given a great deal of thought, and yet I am convinced that a complete and satisfactory solution has not been found, or at least it has not been put into general practice. I do not for one moment profess to be able to devise a plan that will fully accomplish the purpose, but I am glad to offer some ideas and suggestions, with the hope that they may stimulate thought and discussion and in the end result in the general improvement of extension conferences.

It is not my intention to be mercenary in this discussion, but I suggest that it is well for all, both those who plan conferences and those who attend them, to bear in mind that such a conference represents a very substantial and tangible expenditure of public funds. There is, therefore, a duty on the part of extension workers to obtain the greatest profit from this expenditure.

## *Analyze Objectives*

Sometimes we hear the expression that we have too many conferences and return from them without feeling that we have received sufficient help, inspiration, or information to justify the time devoted to the conference. It seems to me that such a feeling is an indictment of the conference, or the individual who expressed such a feeling, or possibly of both. It behooves all administrative officials, therefore, to analyze carefully the objectives of proposed conferences of extension workers and to plan the programs so that each and every individual in attendance may derive the maximum benefit from the exchange of ideas and views, as well as inspiration from meeting with coworkers.

Certainly no extension worker questions that it is desirable and beneficial for him to mingle and exchange ideas with fellow workers. Seldom does an individual attend any conference, even if he is not entirely in sympathy with its purpose, or with the principles involved and methods suggested, that he does not receive an inspiration to do better work in his own field. We may be powerful in our individual thought and action, and yet we must be willing to subject our ideas and methods of procedure to critical examination of our associates engaged in similar work elsewhere. It is to serve these ends that district, State, regional, and national conferences are set up.

My subject refers particularly to State extension conferences and my comments are made with that type of conference in mind.

Assuming that it is desirable and beneficial for all those engaged in extension work in a State to come together once each year for a conference, the important consideration is the nature and arrangement of the program. In that connection there are three suggestions I would advance:

1. That the program be formulated around one and not more than two central or basic ideas.
2. That the program be so arranged that all those participating in the conference shall have an opportunity to discuss various phases of the theme.
3. That the most competent authorities be obtained to lead in the presentation and discussion of the subject, or subjects, that are emphasized.

In our experience, the most successful annual conferences are those which, after careful deliberation, have been arranged with a view to emphasizing one or two distinct ideas or principles. I am convinced that our great mistake in the past was in attempting to discuss too many remotely related subjects. Probably the nature of extension work, covering the wide field of agriculture and home economics, has led us to feel that each of the many subjects should be given some consideration. Thus, in times past, we have tried to give each specialist an opportunity to present his views and have expected the county agents and home demonstration agents to take part in the discussion. The result has been that, often, the time available has permitted only fragmentary and superficial consideration of the subject and no important conclusions were reached or lasting impression was made by the discussion.

## *Emphasize One Idea*

In the past few years we have followed the plan of selecting one or two subjects for the whole conference and have built the program around those subjects. So far as our extension workers are concerned, I believe that they have received greater benefit and more inspiration by restricting the discussions to the main theme of the conference.

As an illustration, at our extension conference in 1928 the theme for the county agents was "Marketing Farm Products" and for the women, emphasis was placed upon "Clothing Standards,

Nutrition, and Household Management." We began to appreciate during that conference the desirability of presenting one subject thoroughly. I feel sure that the discussion of marketing from various angles was appreciated by members of the conference.

## *Conference Themes*

In 1929 the theme of the general conference was "Presentation of Extension Work and Stopping the Leaks in Agriculture." Instruction in public speaking and in the proper methods of presenting extension work was extended to both men and women agents. "Recreation in the Home Demonstration Program" and "Methods of Follow-up Work in Nutrition and Home Management" were discussed rather thoroughly by the women. In discussing the presentation of extension work each member of the conference was expected to make a short address for criticism by specialists in public speaking. The technique of the proper analysis of the subject presented and the principles of technique of oral expression and practice were discussed by the specialists and all members of the conference. Considerable attention was given to methods of extension publicity and the promotion of extension work through the use of pictures and other visual aids. I am convinced that too much attention can not be given to the proficiency of extension workers in the presentation of their work.

In 1930 our conference theme for the men was "Better Business in Agriculture." "Nutrition and Food Work" was given special discussion by the women with a carry-over of "Presenting Methods in Creating Desire for Extension Work."

In emphasizing the theme "Better Business in Agriculture" an opportunity was presented to discuss the economics of the industry in all its phases. This subject proved to be a most helpful one in which all participated.

In 1931 a deviation from previous programs was inaugurated by constructing a program upon the theme "Adult Education." Both groups were presented with the fundamentals of adult education by competent specialists. Emphasis was placed upon the theme in its relation to rural people from a psychological standpoint and the opportunities that are presented to extension workers in enriching the life of rural people by having them think in deeper and broader terms of education and culture. The theme of



the conference last January was exceedingly effective and I believe enjoyed by every member of the conference.

I cite the above subjects as illustrations to show how we are coming to realize more and more that it is wise to select one general theme for the conference and permit time on the program for an earnest and deliberate discussion of same.

I will not attempt further discussion of the types of subjects which may properly be made the basis for an annual extension conference, as the subjects selected necessarily vary somewhat for the different States. It is worthy of mention, however, that a program built upon this plan affords an excellent opportunity to give all the extension workers of a State a vision of some of the subjects which have not yet become prominent, but which seem destined to be important in the near future and about which they should be thinking.

It is a truism that a person gets out of a conference in proportion to what he puts into it. So, it goes without saying that the program should be planned with a view to providing an opportunity for each member of the conference to participate. I am strong for discussion by all members of a conference, but I am also convinced that conferees can generate greater enthusiasm if the so-called discussion method is led by an able and experienced authority.

Due to the rush of extension work and the increasing demands upon both administrative officials and those engaged in other lines of extension activities, we have not given sufficient thought to setting up programs which will be of greatest benefit to all concerned. It was with that thought in mind that we adopted a few years ago this distinctly different type of program for our annual conference, and the results thus far have been quite gratifying.

A survey of 33 terraced farms in McCulloch County, Tex., shows that in the face of what is said to have been the driest year in the country's history, terraced land made 158 pounds of lint cotton to the acre and 1,500 pounds of milo per acre. The county average cotton yield was 1 bale to 10 acres and 600 pounds of milo maize heads per acre. James D. Prewit, county agricultural agent, gathered the figures on terraced crops from his demonstrations, which showed that terracing made a difference of \$10.80 per acre in cotton returns this year.

## Missouri's Sheep Improvement Plan

MISSOURI'S plan for sheep improvement found expression in the adoption of improved practices in flock management on 5,900 farms in 1930, reports J. W. Burch, extension animal husbandman in that State. This figure is a striking contrast to the 349 farms that

started in September. Records are kept of the feed given to ewes and lambs, and this cost is balanced against the income from wool and fat lambs. Production contests have been found helpful in getting demonstrations carried through to completion with adequate records.



A flock of ewes in Missouri which had the proper winter care

adopted improved practices in this phase of animal husbandry in 1926, the year in which the sheep improvement plan was started.

There are seven steps in Missouri's plan for sheep improvement: (1) The production of early lambs, (2) the use of good purebred rams, (3) proper winter care and feed for bred ewes, (4) docking and castrating lambs, (5) creep feeding of lambs, (6) selling lambs on a graded basis, and (7) the control of parasites.

The work is usually started in January in each county with a county-wide meeting of sheep growers selected from each school district, at which the year's activities are planned. The county agricultural agent holds method demonstration meetings on docking and castrating and grain feeding during February and March, on lamb grading during May and June, and on stomach worm control during July and August. Meetings on purebred rams and ram sales are also held during July and August.

Result demonstrations, which really form the foundation of the work, are

In Missouri the work is organized so that there are animal-husbandry specialists rather than separate hog, sheep, and cattle specialists. This organization enables the specialists to work on all phases of the animal-husbandry work in a county on one visit and permits intensive concentration on one project when timely work is needed.

Sheep producers in Missouri have been very much interested in this plan of sheep improvement. This was shown by the fact that in 1930, for the second year in succession, Missouri won first place in the national lamb improvement project for obtaining the greatest number of changed practices in sheep production by the farmers in a State.

The record of recommended practices adopted which gave Missouri first place in this project compared with results obtained in 1926 follow: The number of lambs docked and castrated increased from 8,107 in 1926 to 278,311 in 1930; lambs creep-fed grain, from 4,475 to 91,734; sheep treated for stomach worms, from 15,434 to 159,023; and lambs sold on a graded basis, from 460 in 1926 to 24,649 in 1930.



## Extension Service Review

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**REUBEN BRIGHAM**, Editor

AUGUST, 1931

### A Steady Job

The most important thing to be done in America right now is to insure to the willing worker a steady job—a job that he can hold without fear of losing it. This is what Associate Director K. L. Hatch, of Wisconsin, said in the introduction to that State's annual extension report for 1930, and it is more than ever true to-day. Director Hatch continues, "The one place where a steady job is afforded with more certainty than anywhere else, is to the farmer operating his own farm. With a roof over his head, with plenty to eat and a good place to live, a farm, right now, looks mighty attractive. This insurance of a steady job is the strongest single force that to-day is adding to the attractiveness of farm life."

### Vital to Prosperity

Efficient farmers' cooperative associations are vital to the prosperity of agriculture. Cooperative extension employees are expected to work in every legitimate way for the development and successful conduct of such organizations. In these two sentences is expressed the department's policy toward the support of the cooperative movement by extension agents as outlined in the statement in this issue of the REVIEW by C. B. Smith on serving farmers' cooperative organizations.

# North Carolina Farmers Add \$20,000,000 in Food and Feed Crops



Some of the products that were featured during the live-at-home campaign in North Carolina. Figures for 1931 show that there was a reduction of 18 per cent in the cotton acreage in North Carolina since July 1, 1930.

**B**ETWEEN \$19,000,000 and \$20,000,000 was added to the value of their food and feed crops by North Carolina farmers in 1930 as the result of an intensive live-at-home campaign which was conducted by the extension service in cooperation with various agencies, says F. H. Jeter, State extension editor, in summarizing the results of the campaign.

Ordinarily nearly one-half of the cultivated area in North Carolina is planted to cotton and tobacco, and since the world's supply of these crops was greater than the demand in 1930 the price to the growers was so low that only the most efficient producers could receive as much as the cost of production. Neither could any other so-called cash crop be generally substituted for these two crops without similar difficulties resulting. Also each year approximately \$158,180,000 was being sent out of North Carolina to buy food and feedstuffs which could be produced economically within the State. Accordingly, believing that an increased acreage in food and feed crops would automatically reduce the acreage of cotton and tobacco and reduce to a corresponding degree the amount of money sent out of the State for food and feed, Director I. O. Schaub and his associates in the North Carolina Extension Service determined to enter on a vigorous campaign for the increased production of food and feed crops in the State, and named it North Carolina's live-at-home campaign.

Not only were farmers and extension workers enlisted in the live-at-home campaign, but also the country merchants and bankers who were furnishing production credit, for they realized that if they

were to continue in business it would be necessary for them to extend credit only on cash crops.

In its live-at-home campaign the extension service offered no radically different policies than had been advocated for years. Both in 1928 and 1929 serious and concentrated attempts had been made to promote what was called "balanced farming." A comprehensive program had been developed and printed as an extension circular. This was not handed down as a mandate to farmers. They had representatives on the committees designing the program and adopted the final recommendations of these committees at the annual State farmers' convention.

#### Starting the Campaign

When Gov. O. Max Gardner came into office, he appointed an agricultural advisory commission and made certain recommendations as to improved agricultural practices. One of these was to make the State-owned farms responsible to the governor. Another step enacted into law by the North Carolina General Assembly resulted in the formation of the North Carolina Seed Improvement Association, which is now functioning most successfully.

The governor next threw the full weight of his office and influence into the fight for a real live-at-home movement in North Carolina. This work reached its crest in 1930. A formal live-at-home banquet was served at the gov-

Twenty million dollars added to the value of food and feed crops in North Carolina was the direct result of that State's live-at-home campaign in 1930. To counteract overproduction in the cash crops of cotton and tobacco, to reduce expenditures for imported foods and feeds, to utilize farm labor more profitably over longer periods—these were the things that the North Carolina Extension Service sought to do through its live-at-home campaign. And, thanks to this campaign, despite the poor yields and low prices of its cash crops in 1930, North Carolina's farms to-day have a plentiful supply of food and feed. North Carolina's farmers have come to realize, even in the face of business depression, bank failures, limited credit, and reduced income, that it is possible to live and live well on North Carolina farms.

ernor's mansion in Raleigh with members of the North Carolina Press association as honor guests. All food on the menu was produced within the State, and the dinner was arranged by Mrs. Jane S. McKimmon, State home demonstration agent.

#### Presenting the Situation to the Farmers

The home and farm agents then went back to their respective counties and arranged similar county live-at-home dinners on a smaller scale with representatives of the agricultural extension service on the program as speakers. The extension supervisory force developed facts and made tabulations showing the production of food and feedstuffs in each county and how far short the county fell of supplying its own needs in this respect. These figures were used as the basis for articles and lectures all over the State.

For three months during the crucial preparation and planting season the agricultural editor distributed feature articles to the

leading dailies both for use on Sunday for the general reading public and on Monday for use on the farm pages. Every weekly paper in the State received also a special exclusive article about conditions in that particular county. The leading papers published the articles furnished. Whenever the governor, the president of the college, or the director of extension was invited to a farm meeting during the campaign, the live-at-home idea was used as a basis for the speeches made.

Attention was directed to the importance of the movement because there was considerable farm distress in North Carolina during the winter of 1929-30. Low yields of tobacco and low prices coupled with a heavy boll-weevil infestation of cotton and low prices had caused the East to suffer severely. For the first time in the history of the State relief measures had to be put into operation. Therefore the live-at-home campaign of 1930 fell on willing ears. The people went to work. The farm agents began to send in reports that the corn acreage in a county had been increased 40 per cent, idle land had been planted to food crops, and not a tenant house was vacant in the county.

Then the drought came. It appeared for a while that all good intentions would come to naught. Light rains, however, fell over the State in time to save the gardens, the pastures, and the hay crops. Only the extreme northwestern part of the State suffered drastically from the drought. From all parts of the State came reports that the State was produc-

## Maryland Team Wins in England

Maryland's 4-H club dairy judging team won first place for the United States in the annual International Dairy Judging Contest at the Royal Livestock Show, at Warwick, England, on July 8.

The American team made a score of 1,917 points out of a possible 2,160 points. The North Ireland team was second and the English team third. Two other countries also competed. In individual scores, William Chilcoat, of Baltimore County, Md., stood first, Charles H. Clark, of Harford County, Md., was second, and David James Johnston, of Baltimore County, Md., sixth.

The contest was first held in 1922. The United States has won in 1923, 1924, 1925, 1926, 1929, and 1931. The Maryland team won the right to represent the United States by making the highest judging score at the 1930 National Dairy Exposition.

ing good crops of hay, corn, vegetables, and other feed and forage crops. From comparative surveys made on several thousand farms in 1929 and again in 1930 it was found that the increase in food and feed production would amount to nearly \$20,000,000. The greatest increase was in farm gardens and truck crops. North Carolina was the only State in the South to reduce its cotton acreage by as much as 10 per cent.

Aside from the actual production in food and feed crops, however, a great idea gained prominence in the State during the year. Balanced and safe farming took on a new meaning and the farmers of the State learned that it was possible for them to produce on their own farms the actual necessities of life.

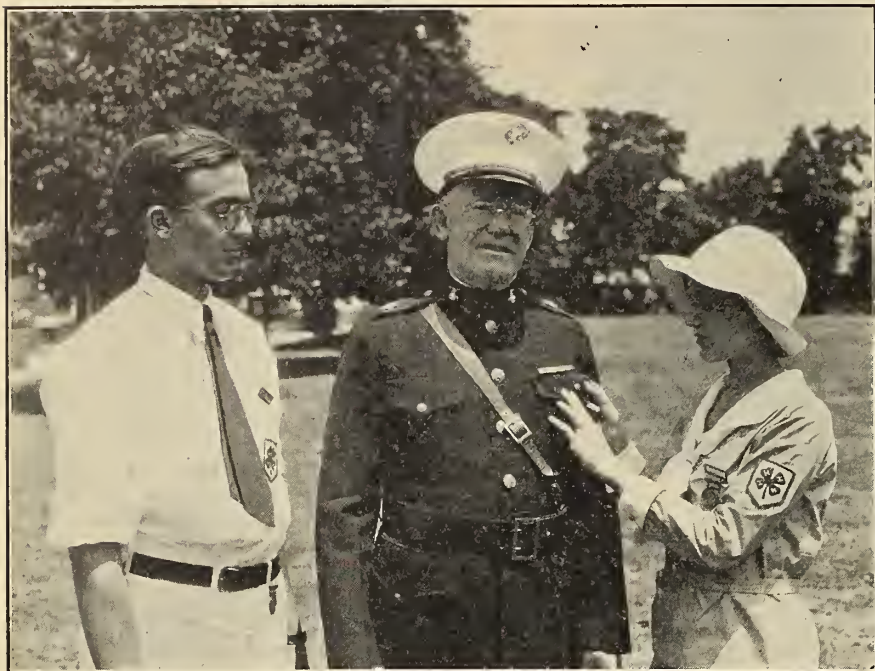
Those who traveled much in North Carolina last fall heard on all sides of well-filled pantries and storehouses. In Alamance County, recently, the president of the county council of home demonstration clubs reported that every pantry and smokehouse in the county was filled to capacity.

There is no doubt but that the farmers of North Carolina went to work last year. While they do not have much cash this year because of low prices for cash crops, they do have plentiful supplies of food and feed. There have been bank failures because of the business depression and credit will be hard to obtain in some communities, but had it not been for the live-at-home campaign and the success which attended it no one could say what conditions would have prevailed on North Carolina's farms to-day.





## Captain Branson Made Honorary 4-H Club Member



*Eloise Bangs, of Virginia, and Francis Underwood, of Maryland, decorate Captain Branson with the 4-H membership insignia*

**H**ONORARY membership in the boys' and girls' 4-H clubs was conferred upon Capt. Taylor Branson, leader of the United States Marine Band, at the fifth national 4-H club camp on Friday, June 19. R. W. Dunlap, Assistant Secretary of Agriculture, introduced Captain Branson, and Eloise Bangs, of Virginia, and Francis Underwood, of Maryland, presented him with a gold 4-H pin.

In congratulating Captain Branson, C. W. Warburton, Director of Extension Work, said:

The boys and girls in the 4-H clubs are proud to know that you have accepted the honorary 4-H membership conferred upon you by delegates and State 4-H supervisors at the national

club camp. This is the second honorary membership that has been thus awarded.

In spirit you have been a 4-H club member since the United States Marine Band first took part in the national 4-H club radio programs. Extension workers and club members throughout the entire country have become intimately acquainted with you through your participation in the national 4-H club radio programs. They are pleased to have you so thoroughly interested in them and look upon you as one of the foremost friends of 4-H club work.

The honorary membership in the 4-H club was awarded to you as a mark of recognition for your unselfish service to 4-H club members and as an expression of their appreciation for the important contribution you are making to the 4-H club movement.

## Home Demonstration Pageants

**H**OME demonstration groups in various parts of the country have pictured local history in their pageants.

As a feature of the annual home makers' meeting which was held in Middlesex County, Mass., on June 9, more than 500 women participated in 53 scenes portraying the history of home life in their county. The scenes included

Indian feasts, pioneer days, the first Thanksgiving, the casting of a Paul Revere bell, the old school, early New England industries, Civil War homes, the gay nineties, the coming of the extension service, and the modern American home.

The women in Rice County, Minn., recently put on a 5-act pageant which de-

picted the problems faced successively by Indian women, pioneer women, women of foreign races, and the women of present-day Minnesota homes in doing housework and sewing. Gwendolyn A. Watts, the county home demonstration agent, prepared a prologue for each act which outlined the historical significance of the following scenes and which was read while scenery was being shifted.

A group of Indian women in Erie County, N. Y., demonstrated the contrast between the Indian costumes of many years ago and the American costumes worn by the Indians of to-day at a summary of the clothing project held in that county last spring. First entered an Indian mother in original Indian costume carrying a papoose on her back. She was followed by an Indian woman of to-day carrying a baby dressed in modern clothing. Contrasting costumes, with explanations, were given also for children, youths, brides, and grandmothers.

The Niagara County, N. Y., home demonstration women presented at their spring meeting a pageant on "Fifty Years of Fashion" which gave the typical fashions of 1880, 1890, 1900, 1910, 1920, and 1931. Each scene was preceded by a descriptive reading. Songs associated with each period were sung by the audience between scenes.

Woman's part in the development of Wyoming was portrayed in pageants which were presented at recreation camps held in that State last year. (See *EXTENSION SERVICE REVIEW* for June, 1931, p. 91.)

## Radio in Club Work

Recognizing the increasing importance of the radio as a means of organization, 4-H club leaders in Indiana have taken to the air in promoting club work. According to W. R. Amick, assistant State club leader in Indiana, club members usually are glad to appear on the radio programs because of the novelty of being heard over the air by their families and friends.

The club members in Vigo County broadcast a program on three successive nights in connection with their fall exhibit. Thirty-seven Tippecanoe County club members recently took part in an hour program which was broadcast over the Purdue University station. According to a check made by John C. Ralston, Tippecanoe County club agent, about 3,000 club members and their parents heard this program.



# The Quality Milk Project in Maine

IMPROVEMENT in the quality of milk and an increase in the amount produced during the fall months have been obtained in Maine through the cooperation of farmers and various educational agencies concerned with problems of milk production and consumption. As a result of this coordinated effort the amount of grade 1 milk marketed increased from about 44 per cent in 1929 to 62 per cent in 1930. The milk plant making the greatest improvement showed 30.2 per cent increase in the product delivered as first grade.

An acute shortage of milk was felt in the Boston market during the fall of 1928. This same situation had existed in previous years, particularly in the months of October, November, and December. It was believed in the Boston and New York markets that unless a source of supply could be obtained from near-by States that milk from western uninspected territory would enter the eastern market.

To consider this milk shortage and to recommend plans for improving conditions, representatives from the principal milk dealers in Boston, the New England Milk Producers Association, the State Department of Agriculture, the College of Agriculture, the Maine Extension Service, and the Maine Central Railroad met in conference in 1928.

## Conclusions Reached

The conference concluded that (1) Maine offered the best prospective territory from which more fluid milk might come; (2) sections shipping cream might change to milk to advantage to the producer and the market needing the product; (3) many farms in Maine were equipped to handle more dairy cows, without extra outlay; and (4) before any effort was made to obtain additional milk from Maine, 7-day transportation service should be made available in the most adaptable milk territory.

The Maine Central Railroad immediately agreed to furnish 7-day service in several of the logical milk-shipping areas. In January, 1929, the Boston Board of Health put into force a regulation that milk exceeding 750,000 bacteria per cubic centimeter on arriving in Boston would be rejected. Since that date other changes in requirements have been passed, all of which show the general tendency of those in charge of inspection work to reduce the amount of poor milk offered for sale and to insist that

producers comply with existing regulations. Besides this phase of regulatory laws and rules to insure a quality product in the Boston market, it was felt that the milk quality project would be of assistance to producers who sell locally fluid milk, cream, or manufacture butter.

## Study Made

Through the cooperation of J. B. Parker, senior extension dairyman, and L. H. Burgwald, market milk specialist, United States Department of Agriculture, a preliminary study was made regarding the quality of milk delivered to seven milk plants in eastern Maine which ship to the Boston market.

Sediment and methylene blue tests were made of the milk and cream delivered by 197 patrons. The results gave conclusive evidence that improvement in quality was needed. This work was also of benefit in getting creamery managers and patrons interested in the project undertaken.

Following this study a conference in Boston was arranged by R. F. Talbot, Maine dairy extension specialist, at which dealers, distributors, and representatives of the Boston Board of Health, United States Department of Agriculture, New England Dairy Food Council, and the New England Milk Producers Association were present.

This conference was held to explain the quality milk project being undertaken in Maine, to obtain information concerning the quality of milk being shipped from Maine, to ascertain the most important things that affect desirable changes in the quality of milk, and to discuss ways in which the organizations represented might help forward the quality milk project and to procure their assistance.

## Quality Milk Meetings

During February, March, and April a series of quality milk meetings was held in 79 communities adopting the project. These meetings were attended by 1,241 farmers. Circular letters, news articles, posters in creameries, and announcements at other meetings aided in obtaining this attendance. Of those attending 276 were enrolled as cooperators in this project.

The farmers were encouraged to bring samples of milk on which sediment and methylene blue tests were run as a part

of the laboratory work. Both of these tests helped to secure interest, and many people saw the need for greater cleanliness, or at least a different strainer, after the results of sediment tests were shown to them.

The lecture part of the program was divided into two major topics, cleanliness and proper cooling. The former was discussed in considerable detail, emphasis being placed on things which could be done to prevent dirty milk rather than means to be used so it might reach the market as barely acceptable.

Lantern slides, film strips, and motion pictures relative to clean milk were used at many of these meetings. Small-top pails, strainers, strainer pads, model milk cooling tanks, and other equipment were on exhibition, and 30 milk cooling tanks were built as demonstrations.

Two circulars were prepared by the dairy extension specialist, entitled "Ice Cold Facts" and "Steaming Hot Facts," the former calling attention to the necessity for sufficient ice and the latter the importance of properly cleaning utensils. These were sent out principally through the creameries with the pay checks of creamery patrons. The 100 per cent cooperation obtained from creameries in this method of distribution might be attributed, in part at least, to procuring their interest as was done through the conference in Boston. The circulars were received by patrons just before and during the time meetings were being held. They called attention to United States Department of Agriculture bulletins and circulars relating to the production of quality milk.

## National 4-H Club Radio Program

SATURDAY, SEPTEMBER 5

### HOW MUSIC MAY REFLECT OUR MOODS

Patriotism.....	Star-Spangled Banner.
Sorrow.....	Funeral March.
	Chopin
Romance.....	Serenade.
	Schubert
Regret.....	Humoresque.
	Dvorak
Joy.....	Elfin Dance.
	Grieg
Resignation.....	Moonlight Sonata.
	Beethoven
Religious Praise.....	Hallelujah Chorus.
	Handel



## Kansas Women Study Refrigeration

**T**HE lack of satisfactory refrigeration in Kansas is one reason why a considerable number of home makers have difficulty in maintaining an adequate diet for their families during the summer months.

The foods and nutrition specialists in that State, who for several years have been emphasizing an adequate diet, found that in the summer, when there would seem to be an abundance of food, it was as much a problem to maintain this diet as in the winter, when there was a scarcity of green and fresh foods.

In many Kansas rural homes, where ice is not easily obtained, refrigeration is a real problem. The best the home maker can do is to keep foods in the well or in an outside cellar. Since this form of refrigeration is inadequate, the consumption of essential foods falls far below normal. To show farm women the importance of and the means for obtaining good refrigeration, Georgiana H. Smurthwaite, foods and nutrition specialist, and Marguerite Harper, household-management specialist, worked out a joint project, Miss Harper emphasizing the points of good refrigeration and Miss Smurthwaite demonstrating the direct relation between the health of the family and the proper care of food.

Sedgwick County was the place in which this joint project was conducted. A 2-day meeting was held at which the construction of mechanical refrigerators, ice refrigerators, and iceless refrigerators

as well as the efficiency of the various types of refrigerators in preserving foods were discussed. Demonstrations on making frozen desserts and beverages were given.

Four types of refrigerators were lent for this use by local merchants. These refrigerators were put into operation two days before the school began and the temperatures taken and tabulated every three hours during these two days as well as during the days of the meeting. This testing furnished important data upon which to base the discussion. The proper care of refrigerators was also emphasized as well as the correct placing of foods to maintain lowest temperature during refrigeration.

Petri plates, which were used to show the growth of bacteria as they appear in milk, were exposed to varying degrees of temperature. Some of the plates were covered and some were left exposed to the air. These plates showed the women the part that temperature plays in the preservation of milk.

The outstanding result of this project, which was conducted for the first time this year, was that women became interested in the types of refrigerators on the market. It is hoped that with the continuation of the project, the women will be interested in the need of adequate refrigeration for preserving food and maintaining an adequate diet as well as in the construction and the make-up of various available refrigerators.

Before posters are distributed, meetings are held to instruct the boys and girls on how to put up the posters, and the meaning and significance of their act. Material for talks to be given by club members at these meetings on "why everybody loses" and "why it pays" is prepared and supplied to the county agents, thereby relieving them of the responsibility for any material or subject matter for the meetings except songs or other entertaining features. The first year 500 meetings were held and the second year 700 meetings were held, with an estimated attendance of 25,000 each year.



Club boy and girl putting up fire-warning posters

## Mississippi's 4-H Forestry Project

**I**N 1926 when an extension forester was added to the staff in Mississippi, he prepared instructions for 4-H forestry clubs under four projects—fire protection, thinning, renovation or weeding, and reclamation of gullied lands. None of these projects were adopted by any county agents and no clubs were formed. D. E. Lauderburn, the present State extension forester, attributes this to the lack of opportunity for earning money in 4-H forestry club work such as the members have in other projects and the hesitancy of county agents to take up a project involving a subject on which they are not informed.

The support of the county agents and the boys and girls has been enlisted in forestry work in Mississippi by the de-

velopment of community action on the part of 4-H club members which gives them some simple and definite act to do, instructs them in the reasons for doing it, and enrolls them as cooperators with the State forest service by taking upon themselves the responsibility for doing it. The 4-H club forestry project in Mississippi, which is being conducted in 59 counties, consists of having the members put up fire warning posters in public places and on the public highways which run through woods.

Each year one theme is featured in the work and displayed on the posters. The first year it was "Everybody loses when the woods burn" and the second year it was "Prevent woods fires—it pays."

The first year of the work posters were shipped to every county agent and 28,000 posters were put up in 50 counties. The second year posters were sent out only after requisitions for them had been sent in by the county agents and 50,000 posters were put up in 59 counties.

The boys and girls sign each poster which they put up as "cooperator." This gives them a feeling of personal responsibility for putting the posters up properly and in the most effective places. The Mississippi Forest Service has furnished the posters both years.

This project is teaching the boys and girls some of the economics of forestry, and why there is an economic loss to the State and a definite financial loss to the farmer from woods fires, Mr. Lauderburn says. It is planned to develop the work into definite activity in woodland management as soon as there is a better acceptance in Mississippi of the idea of management for continuous timber production.



# Oregon Operates Dairy Train

OREGON has found a dairy demonstration effective in emphasizing the importance in dairy production of lower costs, higher quality, better marketing, and increased consumption. "Economy and quality for profit, the slogan of the train, sums up the message carried," says John C. Burtner, associate director of news service at the State college.

This special train, the demonstration personnel of which was supplied by the Oregon Extension Service, made 15 scheduled stops.

The train consisted of 9 cars, of which 4 were coaches fitted as exhibit cars, 1 was a platform car for livestock demonstrations, and another was a baggage car equipped with stalls for hauling the 11 head of dairy stock taken on the trip.

The total number of people visiting the train was 15,610 or almost 1,000 to a stop. Many more attended the flat-car demonstrations who did not stay to inspect the remainder of the train. The great majority of the visitors were farmers and their families, rather than town people and children drawn by curiosity. Business men, however, cooperated at every stop and were among the most interested spectators.

The flat-car program was held first at each stop with P. M. Brandt, head of the dairy department, in charge. Mr. Brandt exhibited six cows—three mothers with their three daughters all sired by the same bull—and contrasted their production. He said that the combined production of the three daughters over the three mothers had an increased value of \$233.14 a year. Use of better cows, he explained, will bring increased profits even if less total production is placed on the market.

Three good sires were shown by breed representatives, and two heifers, one grown properly and one neglected at the critical growing period, completed the livestock demonstrations.

As the crowd entered the first exhibit car a demonstrator called attention to the introductory display, which showed how to make dairying profitable with cheap feed and pastures, good cows free from disease, and good markets obtained by producing quality goods. The remainder of the car was devoted to charts and exhibits of recent findings regarding pastures, legumes, and succulents.

Better management through use of economical-sized herds, better cows, and disease-free stock was the message of the second car. It was shown that 10

cows from one actual herd were as profitable as 80 of the kind tested in another.

## Sanitation Equipment

The third car was almost entirely filled with sanitation equipment used in sterilization and refrigeration. Equipment was included for farms with or without electricity. Two cans of sweet cream were carried along in this car in refrigeration, the cream being just as good in flavor after 250 hours as when it started the journey.

Food value of dairy products was emphasized in the fourth car, together with exhibits showing the value of Federal inspection and quality certificates in marketing. One mechanical exhibit showed a train crossing a bridge with Oregon dairy products. The piers of the bridge were labeled with the factors found important in success in dairying and the admonition to keep the bridge strong.

In order to get the greatest possible benefit from the visit of the demonstration train a preliminary meeting was held at each point at which the county agent and others summarized the situation of the dairy industry in that locality.

# Negroes Conduct Curb Markets in Alabama

THREE curb markets which were conducted by negroes in Alabama in 1930 under the direction of the negro home demonstration agents in Macon, Morgan, and Limestone Counties realized a total income of \$3,800.

The markets are located in small towns and are operated regularly two or three days a week a part of the year. No organized agency has fostered or promoted these projects, but individuals permit the free use of sites for the markets, where cars and wagons of those who sell can be parked. In one town an unoccupied building is used and in another two improvised stalls with tables were set up.

The organizations were effected by the home demonstration agents through the organized clubs in the county, which appointed a curb market committee to draw up the necessary rules and regulations for the operation of the market. Market masters were appointed to apportion stalls, issue permits, and fix the

same price for the same quality of products throughout the market.

No assessments have been made for selling permits and the like by city governments. The organization charges a small sum for annual permits and a small assessment for each day the producer sells on the market to cover expenses in maintaining the market.

Prices are somewhat below the regular market price because there are no transportation, delivery, or middleman's profit to consider.

Fruits, vegetables, poultry, and dairy products were the principal items offered for sale. Dairy products were not usually adaptable to curb selling because of pure food and inspection laws. The products were graded according to size and variety.

The home demonstration agent attends the market in her county and helps to make the displays attractive. In the field she selects marketable wares and aids with the grading of produce.

One problem encountered in the operation of a curb market is the house-to-house selling by people not connected with the curb markets. Greater variety, a more attractive arrangement, and lower prices offered at the markets are inducements to home makers.

## More Vegetables

Commercial truck growing and home gardening are becoming more popular in New Mexico, according to H. C. Stewart, extension horticulturist in New Mexico. Mr. Stewart attributes this increased popularity to the farmer's desire for crops that will produce a quick cash return in order to lighten the burden caused by cheap wheat and cotton. Home demonstration agents are aiding this project in New Mexico by encouraging the use of more green and canned vegetables. Although New Mexico does not produce enough fruit, except apples, to supply its own needs, Mr. Stewart says that the home orchard seems to be more popular than the commercial phase of orcharding.



## 4-H Club Fair in Arizona

**M**ORE than 1,000 entries were exhibited by 500 members of 4-H clubs at the tenth annual Maricopa

4-H club work is sponsored in the training school of the teachers' college because the officials of the college believe



Club members exhibited these calves at the Maricopa County club fair

County 4-H club fair on the campus of the Arizona State Teachers College, April 10 and 11. This fair is managed entirely by the club members, except for a general superintendent, who is a student-teacher in the training school of the teachers' college.

that club work is valuable to the boys and girls and that the experience which the students receive as 4-H club leaders is excellent training for future teachers, according to H. R. Baker, boys' and girls' club specialist in Arizona.

## Better Sires Improve Louisiana Dairy Cattle

**I**N ADDITION to improving the quality and productivity of dairy cattle, better sires campaigns have induced the farmers in Louisiana to learn how to care for and feed their livestock, to grow more of their own feed, and to increase the size of their herds with purebred heifers and cows, according to Bentley B. Mackay, extension editor in Louisiana.

Four years ago the extension dairy specialists in Louisiana decided that they would attempt to replace as many scrub bulls as possible with purebred sires because so many farmers were supplementing their regular incomes with "cream checks." In order to get farmers interested in cooperative bull associations, a great deal of preliminary work

was done during 1926 by the county agricultural agents in cooperation with E. W. Neasham, extension dairymen in that State.

### Getting Farmers Interested

Scrub-bull trials were held, first at the annual farm short course and then in the various parishes (counties are called parishes in Louisiana). Following a scrub-bull trial, the county agents in adjoining parishes (Claiborne and Lincoln) conducted an eradication campaign and replaced 700 scrubs by 68 purebreds from register of merit cows.

In Louisiana the farmers are being taught to "grow" into dairying and not

to "go" into it. Before an association is formed in a community the dairy specialist and county agent hold several meetings, and, by the use of moving pictures, lectures, circulars, and charts they endeavor to show farmers that it is cheaper to own one good bull in the community rather than a number of scrubs. Then personal visits are made to each farmer, and, when enough have signed up to purchase a good purebred bull, an association is formed. The associations consist of 4, 10, or more members depending upon the amount of money that each member is willing to contribute.

### Establishing Associations

Usually the dairy specialist and the county agricultural agent select the bull to be purchased and one farmer keeps and cares for it. This farmer is given free service of the bull, the members of the association are charged a small fee, and the nonmembers are charged a larger fee for service. These fees pay for the keep of the bull and provide a fund for replacement when the present bull has served his usefulness. Each association in Louisiana now owns three or more bulls which are exchanged every two years.

The first year of the work, 1926, there were 10 cooperative bull associations formed with 10 purebred bulls. On January 1, 1931, there were 52 associations with 219 bulls serving 7,890 cows.

It is reported that in one parish there have been added 1,350 grade heifer calves from 23 bulls in two years.

### Production Increased

While Government charts prove the ability of a good sire to increase production over the dam, the records on file from the dairy herd improvement associations which Mr. Neasham has organized show what has been accomplished in Louisiana. One bull, Hood Farms Rebel Tormenter, bred to dams averaging 3,693 pounds of milk and 208 pounds of butterfat (considerably above the State average), produced daughters giving 5,354 pounds of milk and 293 pounds of butterfat.

Another sire, Sultain's Fontaine Raleigh, increased the production of the daughters over the dams by 2,076 pounds of milk and 119 pounds of butterfat, or an increase of 48.7 per cent in milk and 58 per cent in butterfat production.



## Training Farmers to Terrace in Texas

**T**HE big terracing problem in Texas to-day is not to show how terrace lines are surveyed and how terraces are built, but to have a sufficient number of men trained to survey terrace lines so that the demand for this work can be met and the county agricultural agent will not be called upon to do such personal service work, reports M. R. Bentley, extension agricultural engineer in Texas.

The extension service aroused the farmers, business men, and bankers to the necessity of immediate and cooperative action on terracing, by personal interviews, letters, news stories, meetings, models of terraced farms, terracing demonstrations, and the results of experiments on erosion.

### *The Terracing Meetings*

For five years terracing meetings have been held to train men to run terrace lines. These meetings are given primarily for training rather than for promoting interest in terracing. The program which Mr. Bentley recommends and uses for these meetings is to devote the forenoon to actually running terrace lines and to teaching the fundamentals of setting up and adjusting the farm level. In the afternoon talks are given on (1) the rapidity of soil washing upon different slopes of land and land planted to different crops; (2) explaining the most desirable row system and its effect upon soil erosion and water conservation; (3) displaying and explaining the use of soil saving dams and outlet controls; and (4) the effect of soil erosion on the farm family, the community,

business centers, and the future generation.

After the talks a profitable and permanent system of farming is outlined from the experience of farmers, and then the crowd returns to the field to see the terraces which have been completed in the afternoon.

When terracing has been demonstrated in a community and enough men are qualified to survey terrace lines, the work proceeds without the presence of the county agricultural agent except for an occasional visit for conferences on especially difficult field problems.

### *This Program Is Supported*

In this program of training the farmers to do their own terracing, the extension service is actively supported by bankers, vocational agricultural teachers, railroad agricultural agents, educational agents of commercial fertilizer companies, the county commissioners, and business men. Chambers of commerce, banks, and business concerns have purchased levels, placed their names on them, and lent them to farmers.

In some counties the county commissioners have agreed to rent road-grading outfits and crews to the farmers for terracing building if the farmers pay the operating expenses. Under such an arrangement, terracing has cost from as low as 60 cents per acre on sandy loam farms to \$1.50 per acre on black clay lands.

Terracing in Texas has become so general that all senior agricultural students at the State agricultural college are required to have training in terracing.

## New Jersey's Can-House Tomato Project

**T**HE average State yield of tomatoes for manufacture in New Jersey has increased from 4.8 tons per acre in 1926 to 6 tons in 1929 and 5.8 tons in 1930 as the result of an extension project, reports C. H. Nissley, New Jersey extension specialist in vegetable growing. With this increase in yield per acre the growers find the crop more profitable, therefore, the acreage has increased from 28,000 acres in 1926 to more than 40,000 acres in 1930.

This project was organized in 1927 with the assistance of H. W. Hochbaum, Office of Cooperative Extension Work.

Realizing that the tonnage per acre of can-house tomatoes in New Jersey was not profitable to a large number of growers, the extension service conducted tests in 1925 and 1926 in the can-house tomato-growing counties to determine important production factors. In addition to these tests, a survey was made which included 224 farms with a total of 2,445 acres in tomatoes. The results of the tests and the survey show that good plants and early field planting are primary factors in yield.

The 1927 season was opened with an intensive extension campaign to acquaint

growers with the fact that good plants and early field planting result in increased yields. This information was presented to the growers through meetings, charts, colored posters, colored stickers on correspondence, press releases from the county agents and the specialist, and circular letters. The circular letters were prepared by Mr. Nissley, printed with facsimiles of the signatures of the county agents, were folded ready for the envelopes, and then sent to the different county agents. An average of 4,000 to 4,500 were printed and they were sent to practically every tomato grower in the can-house tomato area.

The same procedure has been followed each season since 1927, but each year more data are obtained. The extension service now has records from almost 1,000 farms involving over 11,000 acres of tomatoes, which give conclusive evidence to both growers and canners that good plants and early field plantings will result in larger yields and more profit to the growers.

In three years the number of May-set plants distributed by one canner alone has increased from 12,000,000 to 29,000,000, while the June-set plants have decreased from about 8,500,000 to about 4,700,000. The increase in the total number of plants sold in three years was more than 13,590,000.

### **Grain-Grading School Train**

One-day grain-grading schools were conducted this spring in Minnesota and North Dakota in an attempt to improve the quality of spring and durum wheats, encourage the growing of pure seed, and reduce the losses from smut diseases. These schools were held cooperatively by the extension services in Minnesota and North Dakota, a railroad company, the Northwest Crop Improvement Association, and the Federal grain supervision of the United States Bureau of Agricultural Economics.

The schools were given primarily to bring facts before the producers and the country grain shippers. The program included subject matter on smut control and recommended varieties of wheat, instruction in grain grading and inspection at terminal markets under the grain standards act, and actual analyses of samples by those attending the schools. All the meetings were held in a specially fitted railroad car. Three meetings were held in Minnesota and 23 in North Dakota, with a total attendance of 796.



## Film-Strip Prices Unchanged

The same low prices for United States Department of Agriculture film strips will prevail during the fiscal year 1931-32 as have been in effect during the past three years, according to an announcement recently issued by the Office of Cooperative Extension Work of the United States Department of Agriculture. The Consolidated Film Industries (Inc.), Main Street, Fort Lee, N. J., was awarded the contract for film-strip production for the fourth successive year because of the low bids it submitted in competition with other firms.

The prices for film strips until June 30, 1932, will range from 35 to 71 cents each, depending upon the number of illustrations in the series. The majority of the 120 series that the department has available will sell for 35 and 44 cents each. Film strips are available on such subjects as farm crops, dairying, farm animals, farm forestry, plant and animal diseases and pests, farm economics, farm engineering, home economics, and adult and junior extension work. Lecture notes are provided with each film strip purchased.

During the fiscal year 1930-31 the sales of department film strips increased considerably over the previous year. The popularity of film strips among extension workers, teachers, and others has been due primarily to the reasonable prices charged for them, the convenience with which they can be handled, and their effectiveness in educational work. A list of available film strips and instructions on how to purchase them may be obtained by writing to the Office of Cooperative Extension Work, United States Department of Agriculture, Washington, D. C.

## Department Exhibits Being Shown at Fairs

The Office of Exhibits of the United States Department of Agriculture is already well under way in putting on exhibits at State and interstate fairs. Plans have been developed, old exhibits have been renovated, and new ones built.

Much interest is manifested in all the exhibits which the department has to offer. The most popular exhibits include mechanical devices that make it possible for little pigs to get sick, roll over, and die, repeating the performance continu-

ously; for a cow to carry on a conversation with the farmer who owns her; and for a hen to give a talk on food while she shows to the audience the processes of digestion taking place within her body. Already there have been almost a hundred requests for this "Nutrition of Poultry" exhibit, or the mechanical hen, as it is commonly called. This has made it advisable to build more hens, duplicates of the first; but even with a flock of them, it would probably be impossible to comply with all the requests.

## Put Up Your 4-H Sign



This boy and his sister put their club membership signs on a tree near the road

Every year boys and girls enrolled for 4-H club work in New York receive a membership sign bearing the 4-H clover and their names. One of the requirements for the first year's work in some counties is that the members make a display board for their signs. The members receive new signs each year so that motorists will always have a clean announcement that a 4-H club member lives in that home. Sometimes the farm bureau membership signs and the 4-H club membership signs are placed on the same tree or post.

## List of Motion Pictures Issued

A new and up-to-date list of the motion pictures now in the department's film library with information on how to obtain them is now available to extension workers.

Miscellaneous Publication 111, Motion Pictures of the Department of Agriculture, 1931, describes the 266 subjects now in circulation. The films listed are silent films, with explanatory titles. These films have been designed to aid in the work of extension and field workers of the department and cooperating State institutions, and their primary use is by or under the supervision of such workers. There are no rental charges for department films. Borrowers are required to pay transportation charges to and from Washington, D. C. In all cases it is necessary that some responsible person assume responsibility for transportation charges as well as for the safe-keeping, proper use, and prompt return of the films. Practically all the films are on slow-burning 35-millimeter stock. Extension workers desiring copies of the new list of films should write to the Office of Motion Pictures, U. S. Department of Agriculture, Washington, D. C.

A supplementary list of sound films will be issued in the near future.

## A Method for Judging Exhibits

Exhibits at the Colorado State seed show last year were judged by the exhibitors themselves rather than by a small group of judges.

Each exhibitor ranked all the exhibits, except his own, in the order of his preference. A score card was generally followed, but only the numerical order from the first to the last was counted. The exhibit receiving the highest score was placed first, the one receiving the next highest score was placed second, and so on down to last place.

T. G. Stewart, extension agronomist in Colorado, reports that this method of scoring is educational because it requires an intensive study of all the booths by the exhibitors themselves and that it is satisfactory because the most capable judge of exhibits is the person who puts up one. He believes that the method will work satisfactorily whenever there are more than 5, but not more than 25, community or county exhibits to be judged.



*A NEW RADIO FEATURE  
OF ESPECIAL INTEREST TO EXTENSION WORKERS*

TUNE IN ON THE  
**LAND-GRANT COLLEGE PROGRAM**

THE FOURTH SATURDAY OF EVERY MONTH  
From 12:30 to 1:30 P.M., Eastern Standard Time

These programs are conducted by the Association of Land-Grant Colleges and Universities in cooperation with the United States Department of Agriculture at the invitation of the National Broadcasting Co. The musical part of the program is played by the United States Army Band through courtesy of the Department of War.

**LAND-GRANT COLLEGE  
RADIO FEATURE ANNOUNCED**

The programs include a series of talks by extension workers, farmers and farm women. They will tell how the results of research in agriculture and home economics are being put to work on the farms and in the farm homes of rural America.

THE DAY—the fourth Saturday  
in each month  
THE HOUR  
12:30 to 1:30 P.M. Eastern Standard Time  
11:30 A.M. to 12:30 P.M. Central Standard Time  
10:30 to 11:30 A.M. Mountain Standard Time  
9:30 to 10:30 A.M. Pacific Standard Time  
OVER THE NETWORK OF THE NATIONAL  
BROADCASTING Co.

**CALENDAR  
1931**

AUGUST	22
SEPTEMBER	26
OCTOBER	24
NOVEMBER	28
DECEMBER	26

**WATCH FOR ANNOUNCEMENTS**





*Agriculture, too, must organize. We must begin to see that this vast army of 27,500,000 farm people, sprawled entirely across the continent, divided into 6,000,000 producing plants or farms, do have a common interest.*

ARTHUR M. HYDE

